12/1/83
C7715-3A

SEPTEMBER
1983

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '83 VS '82	% IND	
	1983	1982		1983	1982
A.M.C.	18087	11594	155.83	2.46	1.86
(Encore)	1987	-	-	.27	-
(Eagle)	2540	2607	97.43	.35	.42
CHRYSLER	21757	14916	145.86	2.96	2.39
(Laser)	526	-	-	.07	-
(Le Baron)	5969	7183	83.10	.81	1.16
(E/NY/NY 5 AVE)	14726	6150	239.45	2.01	.98
DODGE	28100	23011	122.12	3.82	3.68
(Daytona)	440	-	-	.06	-
(Colt/Vista)	3489	4559	76.53	.47	.73
(Conq/Challngr)	933	1292	72.21	.13	.21
(Omni)	8049	5440	147.96	1.09	.87
(Aries)	7816	6979	113.43	1.08	1.11
(Diplomat)	1327	1623	81.76	.18	.26
(Dodge 400/600)	5666	2587	219.02	.77	.41
PLYMOUTH	20797	22720	91.54	2.83	3.64
(Colt/Vista)	3113	4891	63.65	.42	.78
(Cono/Sapporo)	757	1322	57.26	.10	.21
(Horizon)	7377	5592	131.92	1.00	.90
(Reliant)	9179	9910	92.62	1.26	1.59
(Gran Fury)	371	1005	36.92	.05	.16
CHRYSLER CORP.	70654	60647	116.50	9.61	9.71
FORD	81010	67403	120.19	11.02	10.79
(Escort)	20560	26605	77.28	2.81	4.26
(Fairmont)	980	11634	8.42	.13	1.86
(Tempo)	18977	1	-	2.58	-
(Granada)	-	6260	-	-	1.00
(LTD)	20533	9887	207.68	2.79	1.58
(Mustang)	7006	8160	85.86	.95	1.31
(T'Bird)	12954	4856	266.76	1.76	.78
LINCOLN	11972	6747	177.44	1.63	1.08
(Mark VI & VII)	1848	2028	91.12	.25	.32
MERCURY	35448	25106	141.19	4.82	4.02
(Zephyr)	199	3806	5.23	.03	.61
(Topaz)	5806	-	-	.79	-
(Cougar)	10270	4725	217.35	1.39	.76
(Capri)	1605	2176	73.76	.22	.35
(Lynx)	6175	9075	68.04	.84	1.45
LINC/MERC. DIV.	47420	31853	148.87	6.45	5.10
FORD MOTOR CO	128430	99256	129.39	17.47	15.89
BUICK	69335	58316	118.90	9.43	9.34
(Skyhawk)	4897	5511	88.86	.67	.88
(Skylark)	5628	10363	54.31	.77	1.66
(Century)	14548	9118	159.55	1.98	1.46
(Regal)	21102	17152	123.03	2.86	2.75
(Riviera)	4722	2745	172.02	.64	.44
CADILLAC	23190	18073	128.31	3.15	2.89
(Cimarron)	1251	991	126.24	.17	.16
(Eldorado)	6363	3964	160.52	.86	.63
(Seville)	2864	1833	156.25	.39	.29
CHEVROLET	102021	95433	106.90	13.88	15.27
(Chevette)	13599	22339	60.88	1.85	3.57
(Celebrity)	15874	8703	180.74	2.16	1.41
(Cavalier)	19733	10571	186.67	2.69	1.69
(Camaro)	12928	13190	98.01	1.76	2.11
(Citation)	5696	12443	45.78	.77	1.99
(Malibu)	6557	6460	101.38	.89	1.04
(Corvette)	2320	1459	159.01	.32	.23
(Monte Carlo)	8122	5949	136.53	1.10	.95
OLDSMOBILE	80892	59968	134.89	11.00	9.60
(Omega)	2709	5671	47.77	.37	.91
(Firenza)	3156	3252	97.05	.43	.52
(Cutlass Ciera)	18307	10109	181.10	2.49	1.62
(Cutlass)	25859	18410	140.46	3.52	2.95
(Toronado)	3553	2153	165.03	.48	.34
PONTIAC	44083	35723	123.40	6.00	5.72
(1000)	3005	4364	68.86	.41	.70
(2000)	5552	6040	91.92	.76	.97
(6000)	8310	5046	164.68	1.13	.81
(Phoenix)	1587	3109	51.05	.22	.50
(Bonneville)	7432	5084	146.18	1.01	.81
(Firebird)	6543	7012	93.31	.89	1.12
(Fiero)	746	-	-	.10	-
GEN. MTRS. CORP.	319521	287513	119.44	43.46	42.82
Misc. Domestic	40	186	21.51	.01	.03
Other Import	198454	185444	107.02	26.99	29.69
U. S. TOTAL	735167	624640	117.69		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% IND		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	140248	67812	206.82	2.14	1.20	100706
(Encore)	1987	-	-	.03	-	-
(Eagle)	22216	25075	85.86	.34	.46	35707
CHRYSLER	186392	120743	154.37	2.84	2.13	171878
(Laser)	526	-	-	.01	-	-
(Le Baron)	59877	64594	92.39	.91	1.14	85984
(E/NY/NY 5 AVE)	115185	42968	268.07	1.75	.78	67819
DODGE	268780	218177	123.20	4.10	3.86	302411
(Daytona)	440	-	-	.01	-	-
(Colt/Vista)	27744	28595	97.02	.42	.51	38577
(Conq/Challngr)	12055	10875	110.85	.18	.19	13651
(Omni)	88675	56699	121.12	1.05	1.00	78172
(Aries)	90344	78857	114.57	1.38	1.40	111648
(Diplomat)	18784	18403	102.07	.29	.33	23168
(Dodge 400/600)	46852	19439	241.02	.71	.34	32025
PLYMOUTH	232576	217736	106.82	3.55	3.85	291109
(Colt/Vista)	24831	27714	89.60	.38	.49	35428
(Conq/Sapporo)	10040	8780	114.35	.15	.16	12241
(Horizon)	65996	61084	108.04	1.01	1.08	82893
(Reliant)	120726	107118	112.70	1.84	1.89	145218
(Gran Fury)	11183	13040	85.76	.17	.23	15910
CHRYSLER CORP.	687758	556659	123.55	10.49	9.84	765478
FORD	741976	659392	112.52	11.31	11.66	889470
(Escort)	263837	270985	94.58	4.02	4.94	367286
(Fairmont)	45550	94738	48.08	.69	1.67	131498
(Tempo)	58325	1	-	.89	-	9
(Granada)	-	81512	-	-	1.44	95551
(LTD)	207238	87353	237.24	3.16	1.54	137789
(Mustang)	84688	83590	101.29	1.29	1.48	115095
(T'Bird)	82366	33232	247.85	1.26	.59	42244
LINCOLN	71980	57654	124.81	1.10	1.02	87020
(Mark VI & VII)	20608	17753	116.08	.32	.31	25929
MERCURY	287708	233580	123.17	4.39	4.13	316293
(Zephyr)	13090	30252	43.27	.20	.53	41071
(Topaz)	18098	-	-	.28	-	-
(Cougar)	53795	48393	111.16	.82	.86	57340
(Capri)	16884	21116	80.43	.26	.37	30162
(Lynx)	8508	82427	79.89	1.00	1.46	106709
LINC/MERC. DIV.	359668	291244	123.49	5.49	5.15	404113
FORD MOTOR CO.	1101644	950636	115.88	16.80	16.81	1293583
BUICK	600077	508264	118.06	9.15	8.99	713671
(Skyhawk)	54987	29114	188.87	.84	.51	44986
(Skylark)	78558	108703	70.43	1.17	1.92	143012
(Century)	100364	62822	159.76	1.53	1.11	96540
(Regal)	170790	162183	105.32	2.60	2.88	221483
(Riviera)	34309	29690	115.56	.52	.52	43099
CADILLAC	207927	184775	128.19	3.17	2.91	240197
(Cimarron)	14447	9064	159.39	.22	.16	13195
(Eldorado)	48335	38538	125.42	.74	.68	55761
(Seville)	21779	15149	143.77	.33	.27	23030
CHEVROLET	959224	897348	106.90	14.64	15.86	1222624
(Chevette)	132000	173764	75.97	2.01	3.07	229164
(Celebrity)	114399	60760	188.20	1.74	1.07	96799
(Cavalier)	175567	83508	210.04	2.69	1.48	118110
(Camaro)	128318	129060	99.42	1.96	2.28	173606
(Citation)	74005	139973	52.87	1.13	2.47	184396
(Malibu)	78624	80737	97.38	1.20	1.43	107764
(Corvette)	18802	16290	115.42	.29	.29	21462
(Monte Carlo)	70028	70618	99.16	1.07	1.25	95819
OLDSMOBILE	705135	553383	127.43	10.79	9.78	775702
(Omega)	39704	54251	73.19	.61	.96	71711
(Firenza)	33288	17472	190.51	.51	.31	26810
(Cutlass Ciera)	126270	71014	177.81	1.93	1.25	109942
(Cutlass)	231822	202995	114.21	3.52	3.58	276028
(Toronado)	26955	22619	119.17	.41	.40	32367
PONTIAC	375128	336713	111.41	5.72	5.95	461149
(1000)	28054	37135	70.18	.40	.66	49286
(2000)	63252	40228	157.18	.95	.71	55705
(6000)	61464	32279	190.41	.94	.57	52687
(Phoenix)	20117	38436	55.21	.31	.64	48130
(Bonneville)	59774	54270	110.14	.91	.96	72933
(Firebird)	66178	70968	93.25	1.01	1.25	98114
(Fiero)	746	-	-	.01	-	-
GEN. MTRS. CORP.	2847491	2460463	115.73	43.43	43.48	3413343
Misc. Domestic	521	2011	25.91	.01	.04	2498
Other Import	177874	161866	109.88	27.11	28.62	2170733
U. S. TOTAL	6556402	5656444	115.91			7754342

UNITED STATES SUMMARY

(None Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '83	% IND	
	1983		1983	1982	VS '82	1983	1982
Dodge	19831	7.96	184451	166176	111.00	8.67	9.36
Plymouth	366	.15	6597	7891	83.60	.31	.44
-	-	-	-	-	-	-	-
Ford	76308	30.64	670317	539431	124.26	31.52	30.37
Chevrolet	70469	28.29	643479	554094	116.13	30.25	31.21
G.M.C.	19068	7.66	179947	157124	114.53	8.46	8.85
I.H.	5231	2.10	36562	33713	108.45	1.72	1.90
Jeep Truck	5508	2.21	48921	44090	110.96	2.30	2.48
Mack	1574	.63	11138	11663	95.50	.52	.66
Kenworth	851	.34	4973	5404	92.02	.23	.30
Peterbilt	1051	.42	5322	4173	127.53	.25	.23
Daimler-Benz Corp.	1502	.60	9699	7441	130.35	.46	.42
Volvo White	554	.22	3678	3167	116.14	.17	.18
Misc.	46771	18.78	321947	241548	133.28	15.14	13.60
U. S. Total	249084		2127031	1775915	119.77		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	110843	73608	-	-	-	-	-	-
(Dodge 1)	70252	53953	-	-	-	-	-	-
Plymouth *	3478	3119	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-
Ford	245725	387363	-	-	-	7881	13797	5551
(Ford 2)	189122	152609	-	-	-	-	-	-
Chevrolet	350591	269402	13508	-	206	4163	5257	352
(Chev 3)	235739	112323	-	-	-	-	-	-
G.M.C.	78087	84672	453	-	234	4657	6557	5287
(G.M.C. 4)	47243	35387	-	-	-	-	-	-
I.H.	-	-	-	-	-	14442	8266	13854
Jeep Truck	29827	19094	-	-	-	-	-	-
(Jeep 5)	29827	16136	-	-	-	-	-	-
Mack	-	-	-	-	-	1614	740	8784
Kenworth	-	-	-	-	-	-	-	4973
Peterbilt	-	-	-	-	-	-	-	5322
Daimler-Benz Corp.	-	-	-	-	-	1356	721	7622
Volvo White	-	-	-	-	-	-	690	2988
Misc.	314858	6007	2	250	7	-	184	639
Total	1133409	853265	13963	250	447	34113	36212	55372
1982 Total	924170	705756	14750	7	1185	32222	43118	54711
1983 vs '82	122.64	120.90	94.66	-	37.72	105.87	83.96	101.21

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Rampage, Ram Charger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available
REGISTRATIONS FOR THE STATE OF KENTUCKY ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF NEW MEXICO ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	27744	.42	28595	.51
Dodge Colt Vista SW	-	-	-	-
Dodge Conquest	11	-	-	-
Dodge Challenger	12044	.18	10875	.19
Plymouth Colt	24631	.38	27714	.49
Plymouth Colt Vista SW	-	-	-	-
Plymouth Conquest	7	-	-	-
Plymouth Sapporo	10033	.15	8780	.16
Total Domestic Sponsored Imports	74470	1.14	75964	1.34
OTHER IMPORTS				
Isuzu	14875	.23	10587	.19
Nissan	398277	6.07	341283	6.03
Honda	294116	4.49	276569	4.89
Mazda	128702	1.96	116255	2.06
Mercedes-Benz	53596	.82	47432	.84
Renault	26516	.40	27169	.48
Subaru	110294	1.68	102703	1.82
Toyota	415280	6.33	401589	7.10
Volkswagen	104862	1.60	111551	1.97
Volvo	68949	1.05	57412	1.01
Others	163273	2.49	126316	2.23
Total Other Imports	1778740	27.13	1618866	28.62
GRAND TOTAL ALL IMPORT CARS	1853210	28.27	1694830	29.96

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	3140	.15	17158	.97
Dodge RAM 50	22608	1.06	23237	1.31
Ford Courier	9000	.42	22662	1.28
Plymouth Arrow	817	.04	4241	.24
Total Domestic Sponsored Imports	35565	1.67	67298	3.79
OTHER IMPORTS				
Isuzu	16482	.77	12236	.69
Nissan	98617	4.64	69008	3.89
Mazda	49613	2.33	27058	1.52
Subaru	4368	.21	4228	.24
Toyota	129502	6.09	105981	5.97
Volkswagen	15184	.71	20404	1.15
Others	7099	.33	1434	.08
Total Other Import Trucks	320865	15.09	240349	13.53
GRAND TOTAL ALL IMPORT TRUCKS	356430	16.76	307647	17.32

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	133275	6.27	125264	7.05
DODGE RAMPAGE	8134	.38	12292	.69
FORD RANGER	133510	6.28	67660	3.81
GMC S15	29943	1.41	26921	1.51

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

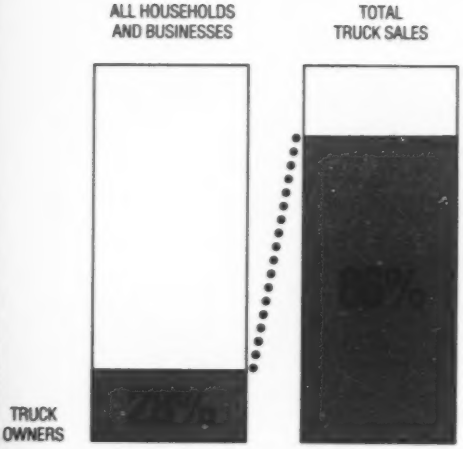
YEAR	CARS	TRUCKS
*1973	11358995	3029074
*1974	8701094	2856918
*1975	8261840	2997417
*1976	9751485	3818809
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10336695	3472289
*1980	8760937	2476777
*1981	8443919	2183489
*1982	7754342	2438471

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.9-83

SEPTEMBER 1983 ISSUED 11/83

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...



...the 28% of all households and businesses who buy 86% of the trucks

Only POLK AUTOMOTIVE MAIL can do it

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11/11/84 C7715-3A

OCTOBER
1983

pocket summary

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '83 VS '82	% 10D	
	1983	1982		1983	1982
A.M.C.	15550	11355	136.94	2.05	1.73
(Encore)	3325	-	-	.43	-
(Eagle)	2649	2944	89.98	.35	.45
CHRYSLER	21579	16896	127.72	2.85	2.58
(Laser)	1698	-	-	.22	-
(Le Baron)	8269	7369	95.06	.83	1.13
(E/IN/NY 5 AVE)	13275	7751	171.27	1.76	1.18
DODGE	28960	26074	111.07	3.82	3.98
(Daytona)	1374	-	-	.18	-
(Colt/Vista)	3609	3193	113.03	.48	.49
(Conq/Challngr)	754	935	80.64	.10	.14
(Omni)	8572	6420	133.50	1.13	.98
(Aries)	8112	9881	82.10	1.07	1.51
(Diplomat)	908	1615	56.17	.12	.25
(Dodge 400/600)	5385	3318	162.30	.71	.51
PLYMOUTH	23279	22816	102.03	3.08	3.48
(Colt/Vista)	3368	3221	104.56	.45	.49
(Conq/Sapporo)	721	1194	60.39	.10	.18
(Horizon)	8706	6638	131.15	1.15	1.01
(Reliant)	10190	10909	93.41	1.34	1.67
(Gran Fury)	294	854	34.43	.04	.13
CHRYSLER CORP.	73818	65786	112.21	9.75	10.05
FORD	90239	68553	131.63	11.92	10.47
(Escort)	24645	26867	92.42	3.26	4.07
(Fairmont)	671	9805	6.99	.09	1.47
(Tempo)	21042	1	-	2.78	-
(Granada)	-	5219	-	-	.80
(LTD)	22091	11802	187.18	2.92	1.80
(Mustang)	8664	10900	79.49	1.14	1.66
(T'Bird)	13128	4359	301.12	1.73	.67
LINCOLN	9094	9262	98.19	1.2	1.41
(Mark VI & VII)	1288	2431	52.90	.17	.37
MERCURY	35070	25330	138.45	4.64	3.87
(Zephyr)	131	3280	3.99	.02	.50
(Topaz)	5508	-	-	.73	-
(Cougar)	9166	3972	230.77	1.21	.61
(Capri)	1878	2903	64.69	.25	.44
(Lynx)	8395	8432	75.04	.85	1.29
LINC/MERC. DIV.	44164	34592	127.67	5.84	5.28
FORD MOTOR CO.	134403	103145	130.30	17.76	15.75
BUICK	73973	64778	114.19	9.77	9.89
(Skyhawk)	5227	4862	107.51	.69	.74
(Skylark)	7391	11001	67.18	.98	1.68
(Century)	15220	8803	172.90	2.01	1.34
(Regal)	20881	20216	103.29	2.75	3.09
(Riviera)	5357	4198	127.61	.71	.64
CADILLAC	27332	23208	117.37	3.61	3.56
(Cimarron)	1547	1061	145.81	.20	.16
(Eldorado)	7443	5366	138.71	.98	.82
(Seville)	3504	2467	142.03	.46	.38
CHEVROLET	109853	97372	112.82	14.52	14.87
(Chevette)	13478	17744	75.96	1.78	2.71
(Celebrity)	16143	10132	159.33	2.13	1.55
(Cavalier)	22628	10245	220.88	3.00	1.56
(Camaro)	15402	12109	127.19	2.04	1.85
(Citation)	5912	12028	49.09	.78	1.85
(Malibu)	3867	7618	50.75	.51	1.16
(Corvette)	2293	1581	145.09	.30	.24
(Monte Carlo)	10418	7584	137.37	1.38	1.16
OLDSMOBILE	88554	71372	124.07	11.70	10.90
(Omega)	3195	5441	58.83	.42	.83
(Firenza)	3419	2851	119.92	.45	.44
(Cutlass Ciera)	19798	11685	169.39	2.62	1.79
(Cutlass)	29852	24715	119.98	3.92	3.77
(Toronado)	3948	2957	133.24	.52	.45
PONTIAC	52035	36280	143.51	6.88	5.54
(1000)	2739	3569	76.74	.36	.55
(2000)	6414	5155	124.42	.85	.78
(6000)	9175	5824	183.14	1.22	.88
(Phoenix)	1402	3150	47.05	.20	.48
(Bonneville)	7969	5068	131.33	1.05	.83
(Firebird)	7747	6840	118.57	1.02	1.01
(Fiero)	4330	-	-	.57	-
GEN. MTRS. CORP.	351747	293070	120.02	46.48	44.76
Misc. Domestic	41	172	23.84	.01	.03
Other Import	181236	181278	99.98	23.95	27.68
U. S. TOTAL	756795	654800	115.58		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '83	% END		YEAR END
	1983	1982	VS '82	1983	1982	1982
A.M.C.	155798	79167	196.80	2.15	1.25	108706
(Encore)	5312	-	-	.07	-	-
(Eagle)	24865	28819	86.28	.34	.45	35707
CHRYSLER	207958	137639	151.10	2.84	2.18	171878
(Laser)	2224	-	-	.03	-	-
(Le Baron)	65944	71963	91.64	.90	1.14	85584
(E/MY/MY 5 AVE)	128459	50719	253.28	1.75	.80	67919
DODGE	297747	244251	121.90	4.07	3.87	302411
(Daytona)	1814	-	-	.02	-	-
(Colt/Vista)	31351	31788	98.63	.43	.50	38577
(Cong/Challngr)	12809	11810	108.46	.18	.19	13651
(Omni)	77247	63125	122.37	1.06	1.00	78172
(Aries)	98455	88738	110.95	1.34	1.40	111646
(Diplomat)	19890	20016	98.37	.27	.32	23168
(Dodge 400/600)	52237	22757	229.54	.71	.36	32025
PLYMOUTH	255855	240552	106.36	3.50	3.81	291189
(Colt/Vista)	27999	30935	90.51	.38	.49	35429
(Cong/Sapporo)	10761	9974	107.89	.15	.16	12241
(Horizon)	74702	67722	110.31	1.02	1.07	82853
(Reliant)	130916	118027	110.92	1.79	1.87	145216
(Gran Fury)	11477	13894	82.60	.16	.22	15410
CHRYSLER CORP.	761570	622442	122.35	10.41	9.86	765478
FORD	832161	727945	114.32	11.38	11.54	888470
(Escort)	288475	305632	94.39	3.93	4.85	367286
(Fairmont)	46221	104344	44.30	.63	1.65	131496
(Tempo)	79347	2	-	1.09	-	9
(Granada)	-	86731	-	-	1.37	95551
(LTD)	229308	99155	231.26	3.14	1.57	137789
(Mustang)	93327	94490	98.77	1.28	1.50	115095
(T'Bird)	95483	37591	254.00	1.31	.60	42244
LINCOLN	81053	66916	121.13	1.11	1.06	87820
(Mark VI & VII)	21894	20184	108.47	.30	.32	25925
MERCURY	322765	258920	124.66	4.41	4.10	316293
(Zephyr)	13221	33532	39.43	.18	.53	41071
(Topaz)	23606	-	-	.32	-	-
(Cougar)	62952	52365	120.22	.86	.83	57340
(Capri)	18861	24019	78.53	.26	.38	30162
(Lynx)	72243	90859	79.51	.99	1.44	106709
LINC/MERC. DIV.	403818	325836	123.93	5.52	5.16	404113
FORD MOTOR CO.	1235979	1053781	117.29	16.90	16.70	1293583
BUICK	67404	57304	117.63	9.22	9.08	713671
(Skyhawk)	6021	33976	177.23	.82	.54	44986
(Skylark)	8394	11970	70.13	1.15	1.90	143012
(Century)	11558	71625	161.37	1.58	1.13	96548
(Regal)	19167	18237	105.09	2.63	2.89	221483
(Riviera)	19666	33868	117.05	.54	.54	43099
CADILLAC	23525	18806	125.09	3.22	2.98	240197
(Cimarron)	15994	10125	157.97	.22	.16	13195
(Eldorado)	5577	4390	127.04	.76	.70	55781
(Seville)	25283	17615	143.53	.35	.28	23030
CHEVROLET	1069070	994720	107.47	14.62	15.77	1222624
(Chevette)	145478	191508	75.96	1.99	3.04	229164
(Celebrity)	130539	70892	184.14	1.79	1.12	86795
(Cavalier)	198194	93833	211.22	2.70	1.49	118110
(Camaro)	143718	141169	101.81	1.97	2.24	173686
(Citation)	79917	152798	52.30	1.09	2.42	184396
(Malibu)	82488	88355	93.36	1.13	1.40	107764
(Corvette)	21095	17851	118.17	.29	.28	21482
(Monte Carlo)	88446	78202	102.87	1.10	1.24	95619
OLDSMOBILE	793687	624735	127.04	10.85	9.90	775702
(Omega)	42883	59692	71.86	.59	.95	71711
(Firenza)	36705	20323	180.64	.50	.32	28810
(Cutlass Ciera)	146068	82709	176.60	2.00	1.31	109942
(Cutlass)	281474	227700	114.83	3.57	3.60	276028
(Toronado)	38855	25578	120.80	.42	.41	32367
PONTIAC	427153	372973	114.53	5.84	5.91	461149
(1000)	28792	40704	70.74	.39	.64	49286
(2000)	69665	45403	153.44	.95	.72	55705
(6000)	70638	37903	186.37	.97	.60	52007
(Phoenix)	21599	38586	54.56	.30	.61	48139
(Bonneville)	87742	80338	112.27	1.20	1.28	72933
(Firebird)	73824	77814	95.25	1.00	1.23	98114
(Fiero)	5076	-	-	.07	-	-
GEN. MTRS. CORP.	3199215	2793513	114.19	43.75	43.84	3413343
Misc. Domestic	582	2103	27.74	.01	.03	2499
Other Import	1950954	1800144	108.88	26.80	28.52	2170733
U. S. TOTAL	7313078	6311250	115.87			7794346

UNITED STATES SUMMARY

(Mopar Total) - Included in Mobo Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	%	YEAR TO DATE		% '83	% IND	
	1983	IND	1983	1982	VS '82	1983	1982
Dodge	20849	7.88	205298	182999	112.19	8.58	9.29
Plymouth	356	.13	6953	8622	80.64	.29	.44
	-	-	-	-	-	-	-
Ford	86447	32.68	756737	593900	127.42	31.64	30.16
Chevrolet	80111	30.29	723581	611862	118.26	30.26	31.08
G.M.C.	20735	7.84	200678	172939	116.04	8.39	8.78
I.H.	5127	1.94	41689	37973	109.79	1.74	1.93
Jeep Truck	6929	2.62	55850	49852	112.48	2.34	2.52
Mack	1222	.46	12360	12842	97.77	.52	.64
Kenworth	1050	.40	8023	6086	98.96	.25	.31
Peterbilt	930	.35	6252	4603	135.82	.26	.23
Daimler-Benz Corp.	1475	.56	11173	8294	134.71	.47	.42
Volvo White	590	.22	4268	3753	113.72	.18	.19
Misc.	38688	14.63	360621	275933	130.74	15.08	14.01
U. S. Total	264509		2391481	1969158	121.45		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVWS 33 & OVER
Dodge	123789	81509	-	-	-	-	-	-
(Dodge 1)	70452	59764	-	-	-	-	-	-
Plymouth *	3668	3285	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
Ford	275163	451137	-	-	-	8756	15530	6151
(Ford 2)	213135	171602	-	-	-	-	-	-
Chevrolet	395254	301068	15978	-	234	4748	5908	391
(Chev 3)	264755	123635	-	-	-	-	-	-
G.M.C.	87817	93588	544	-	374	5227	7319	5807
(G.M.C. 4)	52705	38717	-	-	-	-	-	-
I.H.	-	-	-	-	-	16757	9345	15587
Jeep Truck	34758	21092	-	-	-	-	-	-
(Jeep 5)	34758	17819	-	-	-	1786	813	9761
Mack	-	-	-	-	-	-	-	6023
Kenworth	-	-	-	-	-	-	-	6252
Peterbilt	-	-	-	-	-	1529	799	8845
Daimler-Benz Corp.	-	-	-	-	-	-	801	3467
Volvo White	-	-	-	-	-	-	195	801
Misc.	352864	6475	2	277	7			
Total	1273313	950154	16524	277	615	38803	40710	63095
1982 Total	1031261	777257	16294	7	1247	36051	46530	60511
1983 vs '82	123.47	123.27	101.41	-	49.32	107.63	87.49	104.25

(Mack Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 and Rampage

2 Includes Courier, Ranger, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V., S10 and Vans

* Plymouth Includes Trail Duster, Voyager, Scamp and Arrow

4 Includes Vans, Jimmy, S15 and Caballero

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Registrations for the State of Oklahoma are not available

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1983		YEAR TO DATE 1982	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt	31132	.43	31788	.50
Dodge Colt Vista SW	219	-	-	-
Dodge Conquest	118	-	-	-
Dodge Challenger	12691	.17	11810	.19
Plymouth Colt	27897	.38	30935	.49
Plymouth Colt Vista SW	102	-	-	-
Plymouth Conquest	114	-	-	-
Plymouth Sapporo	10647	.15	9974	.16
Total Domestic Sponsored Imports	82920	1.13	84507	1.34
OTHER IMPORTS				
Isuzu	16780	.23	12139	.19
Nissan	437540	5.98	379702	6.02
Honda	325546	4.45	306552	4.86
Mazda	142853	1.95	131209	2.08
Mercedes-Benz	58890	.81	53024	.84
Renault	29192	.40	30251	.48
Subaru	123735	1.69	115844	1.84
Toyota	452360	6.19	442918	7.02
Volkswagen	116805	1.60	124726	1.98
Volvo	75494	1.03	62146	.98
Others	180759	2.47	141633	2.24
Total Other Imports	1959954	26.80	1800144	28.52
GRAND TOTAL ALL IMPORT CARS	2042874	27.93	1884651	29.86

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	4002	.17	18393	.93
Dodge RAM 50	26308	1.10	26524	1.35
Ford Courier	9067	.38	24177	1.23
Plymouth Arrow	831	.03	4659	.24
Total Domestic Sponsored Imports	40208	1.68	73753	3.75
OTHER IMPORTS				
Isuzu	18788	.79	13762	.70
Nissan	111448	4.66	79704	4.05
Mazda	55726	2.33	30553	1.55
Subaru	4905	.21	5010	.25
Toyota	143874	6.02	121185	6.15
Volkswagen	16596	.69	22670	1.15
Others	8002	.33	1668	.08
Total Other Import Trucks	359339	15.03	274552	13.94
GRAND TOTAL ALL IMPORT TRUCKS	399547	16.71	348305	17.69

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	147404	6.16	138068	7.01
DODGE RAMPAGE	9004	.38	13418	.68
FORD RANGER	149612	6.26	77196	3.92
GMC S15	32980	1.37	29647	1.51

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1973	11350905	3829874
*1974	8701894	2656918
*1975	8261840	2397617
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946106	3963340
*1979	10356695	3472200
*1980	8760937	2476777
*1981	8443919	2185480
*1982	7754342	2430671

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE

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